

Message Text

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64

ACTION EUR-25

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FM AMEMBASSY PARIS

TO SECSTATE WASHDC 7575

UNCLAS PARIS 6583

FOR MEIMA EUR/REP

E.O. 11652: N/A

TAGS: ETRD FR

SUBJECT: ALCOHOL IDENTIFICATION FOR BEVERAGES

REF: MEIMA-HYMAN TELECON FEBRUARY 21

1. TRADE IN PURE ALCOHOL IS A FRENCH STATE MONOPOLY ADMINISTERED BY SERVICE DES ALCOOLS, 11 RUE DE L'ECHELLE, 75001 PARIS. MONOPOLY BUYS PURE ALCOHOL FROM PRODUCERS AT STIPULATED PRICES. ALCOHOL IS THEN SOLD BY MONOPOLY TO BEVERAGE MAKERS AND TO PHARMACEUTICAL AND OTHER INDUSTRIAL USERS (IMPORTS OF PURE ALCOHOL ALSO CONTROLLED BY THIS MONOPOLY).

2. UNDER CURRENT LEGISLATION AND RULES OF FRENCH GOVERNMENT, LABELS ON ALCOHOLIC BEVERAGE BOTTLES NEED NOT CONTAIN THE NATURE OF ALCOHOL, FOR EXAMPLE, GRAIN, GRAPES, APPLES, BEET ROOTS, ETC. THE LABEL MUST, HOWEVER, SHOW DEGREE OF ALCOHOL, AS WELL AS OTHER DATA NOT RELATED TO ALCOHOLIC CONTENT. SHIPPING BOXES AND INVOICES MUST ALSO NOTE THE REQUIRED LABEL INFORMATION.

3. THE MONOPOLY DOES, OF COURSE, KEEP SEPARATELY IN ITS WAREHOUSES THE VARIOUS TYPES OF PURE ALCOHOL WHICH IT RECEIVES FROM PRODUCERS AND THEN RESELLS TO BEVERAGE PRODUCERS. THUS THE MONOPOLY KNOWS WHICH TYPE OF

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ALCOHOL IS SOLD TO A PRODUCER BUT THERE IS NO

REQUIREMENT THAT THE PRODUCER SO STATE THIS ON HIS LABEL.
IN MOST CASES, THE BASE OF ALCOHOL USED MUST BE OF
A PARTICULAR SOURCE. FOR EXAMPLE, PRUNE LIQUEUR MUST HAVE AS
ITS BASE ALCOHOL DISTILLED FROM PRUNES.

4. LET US KNOW IF WE CAN CLARIFY THE SITUATION FURTHER.
STONE

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NNN

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